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Development (1948) Department.

n8 SERIES.

G.O. No. 5568

Dated 9 - 11. 48

[Despatch Abstract.]

GOVERNMENT SERVANTS Conduct Rules- Broadcasting- Talk on "Producers and consumers - Cooperative method of reconciling their interest" by the Dy. Registrar Cuddapah and by the Deputy Registrar Thirichirapalli- Text of talk Approved.

PRODUCERS AND CONSUMERS COOPERATIVE METHOD OF RECONSILING THEIR RESPECTIVE INTERESTS.

1. As you are all aware the term 'Cooperation' means joint effort or working together as you may put it to attain a common economic end. There is cooperation in every field of human activity. Man, as a single individual, can hardly find time himself to attend to every one of its needs and comforts. Inevitably and some times even without his knowledge he is being helped or assisted. He shares the cooperative effort of others in each of his day to day activities. For example let us take agriculture, carpentry, weaving, etc. An agriculturist needs the cooperation of the carpentar, balcksmith and other labourers; he cannot make himself all the implements or cloth by himself and carry on his work. So an individual is interdependant, corelated with his fellow men inrespective of caste, colour, or creed. Such latent cooperation in every sphere of activity has to be developed, organised and intensidfied in a methodical manner. Similarly

2. Similarly in higher spheres too there is cooperation in all human enterprises and endeavours between nations and countries also. Take for instance any field of industrial activity. A close study of it will reveal that the activity of the one nation is being co-ordinated by their brethern, in foreign countries. It is not possible for each country to produce all that it requires. It produces or manufactures only that for what is best suited for and other countries lacking in such advantages consume the goods so produced and thus help or cooperate with the other.

3. Now the terms 'Producer' and 'Consumer' are self explantory. Without the producer the consumer can hardly exist. It is only on account of hard toil of the class of producer whether it be individual or nation that the consuing pubulace make themselves happy. Without adequate consumption there will be no incentive for full production also. Though both the producer and consumer are thus interdependent, there economic therests may bot always run parelle4 lines. The consumer aims at deriving as much benefit as possible from the producer by parting as little money as possible; while the producer would try to part with as little as possible ot its produce for the price he received from the consumer. Thus both will be vieing with each other and derive as much benifit as possible. from the other side.

4. On account of this selfish interests on the part of the two classess, the middle man comes in to play an important roll and has often an undue share of the profits. He would try to benefit himself at the cost of both the producers and the consumers. Most of the profit both the producer and consumer are eager to make for themselves is in part taken away by this intermideary, practically preying, as it were on want of cooperation on the part of these parties.

5. Hence the need for an organised well developed, and more intensified cooperative activity among the both the producers and the consumers is keenly felt. How best to coordinate their legimate interests to "Cooperation" is the question. 'Cooperation' assures the consumer of the elimination of the middle man. The intersts of the consumer are safe in the hands of the cooperatives in the matter of guaranteeing not merely fair price but also quality.

Similarly the producers can organise themselves cooperatively and secure their legitimate interests as a class. Cooperation between the producer and the consumer is to be obtained by mutual aid, sympathic understanding and the dirct dealings. The proudcer coming under spell of cooperation, besides being able to employ up-to date methods and even costsly machinery to produce maximum, need not sell his commodities to merchants for unduly low prices to meet his pressing needs as he can pledge his hargest with the produrers Cooperative society,

take advances for necessary and useful purposes. Large scale agricultural farming which was considered formerly to be impossible in our country has now become a practical proposition and cooperative methods are being applied by organising coopera tive farming societies. So under the banner of cooperation, he stands at his full stature, having produced the maximum and having no need to sell away his produce keeping the middle men at bay and in a possition to dictate favourable terms to the consumer as a body.

On the other side stand, the consumers organised into a body with intimate knowledge of each other and with ascertained needs of all, to make the best of the bargin, Such Consumers organisations are called cooperative stores. Hither to a consumer indivually was paying high prices and used to get inferior and adulterated stuff from merchants. Now as a member of the cooperative store he gets best returns for his money. The consumer and the producer organised into coperative societies for each class separately are now face to face extending their whole-hearted cooperation to each other. The producers society has brought direct to the consumers society his pure stuff comparately at cheaper rates due to the joint effort of coordinated activity in a large scale production. The big consumers cooperative societies are in a position to buy them wholesale and arrange for retail distribution Marketting socieites of producers and cooperative stores of the conumsers by direct contact between the two types of organisations make for the happiness and well being of all.

JAI HIND;

for Registrary.

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GOVERNMENT OF MADRAS.
Abstract.

GOVERNMENT Servants Conduct Rules- Broad casting- Talk on "Producers and consumers- Cooperative method of reconciling their interest" by the Dy- Registray-Cuddapah and by the Deputy Registray, - Thrichirapalli- Text of talk- Approved.

Development Department.

G.O. Ms. No.5568. Dated 9-11-1948.
Read also:
Letter from the R.C.S No.Rc.43 927/48 V2
dated 6-11-1948.

O R D E R:

His Excellency the Governor of Madras approved the text of the talk on "Producers and consumers- Cooperative method of reconciling their interests" to be broadcast in Telugu by the Dy. Registrar, Cuddaph on 10-11-1948 and in Tamil by the Deputy Registrar of Cooperative Societies, Thiruchirappalli. on 13-11-1948 from the Madras and Thrichirapalli stations respectively of the All India Radio.

(By Order of His Excellency the Governor)

Sd.
Secretary to Government,

To the Registrar, Coop. Socieites.
To the Station Director A.I R. Madras, and Thiruchirapalli.

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Superintendent,
Madras Record Office.